AMsuite new business introduction, 4/19 edit Formatting or navigational instructions are shown in blue.

State and roll-out dates are in purple.

Links are underlined. See page 2 for URLs.

Email 2 of 4, focus on product improvements

Release date 20 days before quoting opens

Subject line Just announced: AMsuite’s products for state1, state2 and state3

Headline AMsuite® gives you new discounts and options to better support customers.

Subhead Quote improved products in state1, state2 and state3 starting date1, with a date2 or later effective date.

Body

AMsuite is more than a new quoting process. Its improved products will set your quote’s coverage apart from the competition. This includes many new discounts for both residential and recreational products. Customers can really save. Start quoting on date1, and book coverage effective date2.

|  |  |
| --- | --- |
| Subhead Where can you learn about the product changes?  Body  1 Start with a free AMsuite product webinar. Register online.  2 Download these short product overviews:  What’s new with residential products?  What’s new with recreational products?  3 Helpful comparison documents, and new product overviews, will get you up to speed quickly on the improvements. Get them from the Resource Center’s product page.  4 Look at the changes in your state: state1pdf, state2pdf and state3pdf. The program manuals, with the details, are new, too. After date1, open those from the AMsuite Forms library.  *A product’s availability may vary by state and your agency’s authorization.* | Subhead When does it happen?  Body  AMsuite opens for quoting  **date1**  New business effective date  **date2**  Register for these training webinars  AMsuite System Navigation  AMsuite Dwelling & Homeowners  AMsuite Manufactured Home |

Insert button “Learn about AMsuite’s products”

Subhead What are your next steps?

Body

Give yourself a little extra time for your first quote in AMsuite. It’s a bit different than modernLINK, but actually easier once you’re comfortable with the new look. Our testing showed that people feel confident once they’ve completed just a handful of quotes.

Insert email footer

Email 2 links

AMsuite amig.com/amsuite

Register online

https://americanmodern.webex.com/mw3100/mywebex/default.do?nomenu=true&siteurl=americanmodern&service=6&rnd=0.5487558812869469&main\_url=https%3A%2F%2Famericanmodern.webex.com%2Fec3100%2Feventcenter%2Fprogram%2FprogramDetail.do%3FtheAction%3Ddetail%26internalProgramTicket%3D4832534b0000000350613ca6756622e4fde0484ca632c1d1fb644721e68ea69a15031b1664edd6ce%26siteurl%3Damericanmodern%26internalProgramTicketUnList%3D4832534b0000000350613ca6756622e4fde0484ca632c1d1fb644721e68ea69a15031b1664edd6ce%26cProgViewID%3D1381637%26PRID%3D863d59f12b27f10df6919c6c7661eed6

What’s new with residential products? http://amig.com/amsuite/wp-content/uploads/2016/02/10470\_BT-Whats-New-Residential-021916.pdf

What’s new with recreational products? http://amig.com/amsuite/wp-content/uploads/2016/02/10470\_BT-Whats-New-Recreational-021916.pdf

resource center’s product page amig.com/amsuite/products

state1pdf state-specific pdf, check with American Modern Marketing for URL

state2pdf state-specific pdf, check with American Modern Marketing for URL

state3pdf state-specific pdf, check with American Modern Marketing for URL

“Learn about AMsuite’s products” amig.com/amsuite/products

AMsuite Resource Center amig.com/amsuite

AMsuite System Navigation

https://americanmodern.webex.com/mw3100/mywebex/default.do?nomenu=true&siteurl=americanmodern&service=6&rnd=0.5487558812869469&main\_url=https%3A%2F%2Famericanmodern.webex.com%2Fec3100%2Feventcenter%2Fprogram%2FprogramDetail.do%3FtheAction%3Ddetail%26internalProgramTicket%3D4832534b0000000350613ca6756622e4fde0484ca632c1d1fb644721e68ea69a15031b1664edd6ce%26siteurl%3Damericanmodern%26internalProgramTicketUnList%3D4832534b0000000350613ca6756622e4fde0484ca632c1d1fb644721e68ea69a15031b1664edd6ce%26cProgViewID%3D1381637%26PRID%3D863d59f12b27f10df6919c6c7661eed6

AMsuite Dwelling & Homeowners

repeat link

AMsuite Manufactured Home

repeat link